

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	( ) POLITICAL ISSUE GROU		3050 K ST NW, SUITE 100	Sales Office	( ) WASHINGTON
Product	DCCC		WASHINGTON, DC 20007	Salesperson	( ) KATHRYN SARDINSKY
Estimate#	1200	Agency C/P1/P2/E	11/14/1200		
Buyer	Maura Gilroy	Flight Dates	10/09/2012 - 10/15/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V5 9/20 SEE LNS 2,7,8,12,16, 17-19 FOR CHANGES

PLS CF -THANKS - KATHRYN

V7 9/25 SEE LNS 3-6,11,14,15 FOR REVISION

TOTAL CNX: \$8025 (ORIGINAL TOTAL \$23,025)

REVISED TOTAL: \$15,000

PLS CF -THANKS - KAT

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2 of 5

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**Salesperson** ( ) KATHRYN SARDINSKY  
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**Salesperson FAX#**

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	10/14-10/14	10A-11A	FOX NEWS SUNDAY	:30	\$75.00	SU	2	1	2	\$150.00
		Sales Remark: V7 - V7 Comment Changed, Spots/week Changed								
*2	10/13-10/13	5P-530P	30 ROCK	:30	\$100.00	SA	0	0	0	\$0.00
		Station Remark: V4 1X NA 10/13 DT PRG CHG. [MADE-GOOD BY LINE(S) 17 18 19] V5 Effective Dates Changed								
*17	10/15-10/15	8P-11P	NLCS	:30	\$2,500.00	M	1	1	1	\$2,500.00
		[MKGD FOR SPOTS MISSED ON LN #2: 10/13(1/WK), MKGD FOR SPOTS MISSED ON LN #7: 10/13(1/WK), MKGD FOR SPOTS MISSED ON LN #8: 10/15(1/WK), MKGD FOR SPOTS MISSED ON LN #12: 10/13(1/WK)] V5 Added								
*18	10/09-10/15	5P-6P	MAURY	:30	\$175.00	TU-F,M	1	1	1	\$175.00
		[PART OF A MKGD MADE UP OF LINES 17 18 19] V5 Added								

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*19	10/13-10/13	330P-7P	NCAA FOOTBALL [PART OF A MKGD MADE UP OF LINES 17 18 19] V5 Added	:30	\$600.00	SA	1	1	1	\$600.00
*3	10/09-10/15	6P-630P	BIG BANG THEORY Sales Remark: V7 CNX 3X V7 Comment Changed, Spots/week Changed	:30	\$500.00	TU-F,M	1	1	1	\$500.00
*4	10/09-10/15	630P-7P	TWO & A HALF MEN Sales Remark: V7 CNX 3X V7 Comment Changed, Spots/week Changed	:30	\$500.00	TU-F,M	1	1	1	\$500.00
*5	10/09-10/15	7P-730P	BIG BANG THEORY Sales Remark: V7 CNX 2X V7 Comment Changed, Spots/week Changed	:30	\$800.00	TU-F,M	2	1	2	\$1,600.00
*6	10/09-10/15	730P-8P	TWO & A HALF MEN Sales Remark: V7 CNX V7 Comment Changed, Spots/week Changed	:30	\$800.00	TU-F,M	0	0	0	\$0.00
*7	10/13-10/13	6P-630P	BIG BANG THEORY Station Remark: V4 1X NA 10/13 DT PRG CHG. [MADE-GOOD BY LINE(S) 17 18 19] V5 Effective Dates Changed	:30	\$175.00	SA	0	0	0	\$0.00
*8	10/15-10/15	8P-9P	BONES Station Remark: V4 1X NA DT MLB. OFR 1X RAISING HOPE/BEN&KATE STP 10/16 @ NCIR. [MADE-GOOD BY LINE(S) 17 18 19] V5 Effective Dates Changed	:30	\$2,200.00	M	0	0	0	\$0.00
*11	10/09-10/15	10P-11P	CHANNEL 11 NEWS ON FOX53@10 Sales Remark: V7 TP REVISED & 1X CNX. V7 More than 2 codes changed	:30	\$800.00	TU-F,M	4	1	4	\$3,200.00

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*12	10/13-10/13	10P-1030P	CHANNEL 11 NEWS ON FOX53@10	:30	\$800.00	SA	0	0	0	\$0.00
		Station Remark: V4 1X NA 10/13 DT PRG CHG. [MADE-GOOD BY LINE(S) 17 18 19] V5 Effective Dates Changed								
*14	10/09-10/15	11P-1130P	SEINFELD	:30	\$225.00	TU-F,M	4	1	4	\$900.00
		Sales Remark: V7 CNX 1X V7 Comment Changed, Spots/week Changed								
*15	10/09-10/15	1130P-12A	30 ROCK	:30	\$175.00	TU-F,M	2	1	2	\$350.00
		Sales Remark: V7 - V7 Comment Changed, Spots/week Changed								
*16	10/14-10/14	12A-1230A	BIG BANG THEORY	:30	\$225.00	SU	1	1	1	\$225.00
		Station Remark: V4 PLS CHG TP TO 12-1230A ON 10/14 @ NCIR. V5 Time Changed, Comment Changed								

---REPORT TOTALS---

Report Totals: 20 / \$10,700.00

---SALES MONTHLY TOTALS---

Oct 12: 23 / \$15,000.00  
Sales Totals: 23 / \$15,000.00  
Station Totals: 23 / \$15,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$1,423,650	CABL	0%	KDKA	35%	UNKN	0%	WPCW	1%	WPGH	10%
		WPMY	1%	WPXI	30%	WTAE	23%				

Books null  
Demos RA35+

**Rep Order#** 9750905      **Ver#** 7      **Status** Revised  
**EC'd** Yes

**Traffic Order#** 1323536

**Printed:** 09/26/2012 8:53 AM  
**Last Received:** 09/25/2012 10:16 PM  
**Showing Buylines:** All Rep Revised Lines

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